

**CITY OF WICHITA  
PUBLIC WORKS & UTILITIES DEPARTMENT  
STORMWATER MANAGEMENT DIVISION**

**Advertising & Communication Services**

## **I. Introduction**

The Stormwater Management Division of the City of Wichita Department of Public Works & Utilities is seeking proposals from qualified firms to perform a rebranding of the Division, and to perform communication services for the Division's information and education initiatives. Products and collateral materials will be used in education and outreach programs to inform the public about the importance and benefits of stormwater pollution prevention and actions residents can take to reduce pollution in the Wichita area. The City is looking for sharp, colorful, energetic, and appealing branding which will identify the Division in its informational campaign.

## **II. Background Information**

The Stormwater Management Division serves as the implementation mechanism for various Federal and State regulations governing stormwater run-off and stormwater quality as dictated in the current National Pollutant Discharge and Elimination System Permit (NPDES). As part of the NPDES Permit, the Stormwater Management Division works to inform and educate citizens within the watershed as to activities they can undertake, or activities they can prevent, that result in increased water quality in our river and tributaries.

The successful consultant will design and carry out a communications program to advance the goals of the Stormwater Management Division. It is expected that the consultant will assist the Division in developing key messages targeted at various markets and will create subsequent materials to promote the program. Materials will convey an energetic, consistent and fresh look and brand, which will create interest in a wide audience. Using graphics, local pictures and text, the materials will inform the public of our services, duties, water quality goals, contact information, etc. The required materials will include, at a minimum, flyers and brochures, a 20 minute looped educational video for use on the City television channel and YouTube, social media updates, advertisements, and newsletters. Depending upon available resources, the consultant may be asked to help with media buying and placement of radio or print ads. All elements of a rebranding will be considered, including a Division letterhead, memo template, transmittal template and website design ideas that fit within our existing Content Manager.

## **III. Scope of Services**

The Stormwater Management Division will work with the selected vendor to finalize the scope of work for this project. The Division anticipates that the scope of work for the first phase will be executed within 6 months from the date of the contract, and will include the following:

- Design a public stormwater education/outreach program
- General public relations and communications services
- Sharp, colorful, and appealing brand/logo creation
- Energetic, informative, consistent message development for key audiences
- Writing, editing and graphic design services
- Advertising design and placement
- An artistic rendering illustrating the stormwater system in Wichita, including a typical profile view
- Design of brochure/door hanger style notice that conveys possible water quality violations
- Use of social media to deliver messages

Materials produced will become the property of the City of Wichita and will not be reproduced or reused without written permission from the City of Wichita.

## IV. Proposal Requirements

Proposals must be received by **3:00 p.m. local time, August 29, 2012**, as listed below in submittal requirements. Late submittals will not be considered and will be returned to the submitter unopened. Proposals should include:

- ☐ *Writing Samples:* At least three writing samples of previous stormwater campaigns and education projects. One sample should be for a difficult-to-describe product, program, or service that your firm was able to make understandable to the general public.
- ☐ *Graphic Design Samples:* Include samples of educational/informational graphic material created for stormwater programs and events.
- ☐ *Video Samples:* Detail types of video productions produced for other programs.
- ☐ *Public Education/Outreach Campaign:* Provide details of a campaign that your firm designed and implemented.
- ☐ *Contact info:* Key contact, company, address, phone, e-mail.
- ☐ *Experience and capacity:* Information about the firm including years of operation, experience with similar projects, capacity to provide the requested services, key professional staff who would be assigned to the project and their qualifications and a listing of proposed subcontractors, if any.
- ☐ *Approach:* Concise description of the approach your firm uses with clients to finalize a scope of work for a project, define target markets and key messages, conduct research, develop ideas and prepare materials for production.
- ☐ *Schedule:* The Stormwater Management Division anticipates developing a scope of services with the selected vendor in phases.
- ☐ *Future Potential:* A Describe additional services your firm possesses, and how they might be used in a 'pie in the sky' scenario to achieve our goals if funding became available.
- ☐ *References:* Three (3) references from agencies that have engaged the firm in similar public education/outreach services.
- ☐ *Fees:* The complete scope of work will be dependent on the City's needs. Please include your firm's hourly rate for each person identified to perform work if awarded a contract. Indicate specific fee schedules to perform specific tasks such as brochure creation, educational material creation, media placement, video production, etc.

### Submittal Requirements

One (1) original and (9) paper copies AND one electronic copy in PDF format on CD of all proposal materials.

To be eligible for consideration, hard copy proposals and CD must be received by the City via mail no later than

3:00 p.m. on August 29, 2012. Late submittals and email submittals will not be considered and will be returned to submitter. The envelope package should be marked "FP2400" and addressed to:

Melinda Walker, Purchasing Manager  
City Hall, 12<sup>th</sup> Floor  
455 N. Main  
Wichita, Ks 67202

Questions should be directed to Jim Hardesty, [JHardesty@wichita.gov](mailto:JHardesty@wichita.gov) or 316-268-8337.

## V. Selection Schedule

A review committee made up of City staff will select top candidates from proposals received. At the City's discretion, proposers may be asked to participate in an interview process, either in person or by phone. The City will not cover any costs for firms asked to participate in the interview process. A final selection is anticipated to be made by November 1, 2012.

ACTIVITY	TENTATIVE SCHEDULE
Request for proposals issued	August 13, 2012
Proposals due	August 29, 2012
Conduct Interviews	Week of September 10, 2012
Execute contract with selected firm	By November 1, 2012

## Evaluation Criteria

Proposals submitted will be evaluated by City staff using the following criteria:

- ☐ Demonstration of understanding of the project and ability to meeting the Division's needs.
- ☐ Samples.
- ☐ Qualifications of the project team.
- ☐ Experience in public outreach campaigns.
- ☐ Availability of necessary manpower for timely completion of the required tasks.
- ☐ Project approach and future potential.
- ☐ References.
- ☐ Fees.

## VI. Other Information

This RFP does not commit the City to award a contract, to pay any cost incurred in preparation of a response to this request, or to procure or contract for services. The City reserves the right to accept or reject any or all responses received as a result of this RFP, or to cancel this RFP in part or in its entirety if it is in the best interests of the City to do so. Proposers shall not offer any gratuities, favors or anything of monetary value to any officer, employee, agent of the City for the purpose of influencing favorable disposition toward either their proposal or any other proposal submitted as a result of this RFP. All proposals submitted and any ideas therein become the exclusive property of the City.